CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

AUGUST 3, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *REFERRAL BONUSES*
- *TECH TIP OF THE WEEK*
- *GREAT IDEA FROM PLANO, TEXAS!*
- *LIMITED EDITION CHUCK E.*
- *CURRENT CROSS PROMOTIONS*
- *A SHORT COURSE IN HUMAN RELATIONS*
- *TOP 20 SALES VOLUME*

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
JAMES WIESKAL	504	DAVID AARONS	$800.00
DAN HUNTER	512	SHAWN MIELKE	$500.00
JOHNNY ZIADEH	334	JOHN SCHACHINGER	$500.00
JOHN SCHACHINGER	085	SCOTT SORAHON	$250.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!



COLORING BOOK GAME UPDATE

Coastal Amusements has developed a new and more durable decal which is now available for the Coloring Book Game.

You can purchase this new decal direct from Coastal Amusements by calling (732) 905-6662 and asking for Part# CA-GNG-CCB-9. The cost is $17.15 each.

If you have any questions, feel free to call CEC Technical Support at (972)258-5458.

A GREAT IDEA ... STRAIGHT FROM THE PLANO, TEXAS LOCATION!

The new promo cup is the
COLOR CHANGE SIPPER!

HERE'S HOW TO BE CERTAIN YOU ALWAYS DISPLAY OUR NEW CUP AT ITS BEST:

T *Add water to 2 sets of cups and FREEZE!*
T *Put one frozen set out on display in the morning ...*
and let the ice melt until shift change.
T *Then ... switch to the 2nd frozen set of cups ... and re-freeze the melted ones!*

This procedure will GUARANTEE that
EVERY GUEST SEES THE (MAGIC (OF THE COLOR CHANGE!

The PLANO, TEXAS location will receive
$100.00 in FREE merchandise for this GREAT IDEA!

LIMITED EDITION CHUCK E.

Are you selling LOADS of Limited Edition Chuck E.?
NO?!?!
When you FOLLOW THE STANDARD
and place the basket of LIMITED CHUCKS on the front counter!
YOU WILL SELL MORE!!

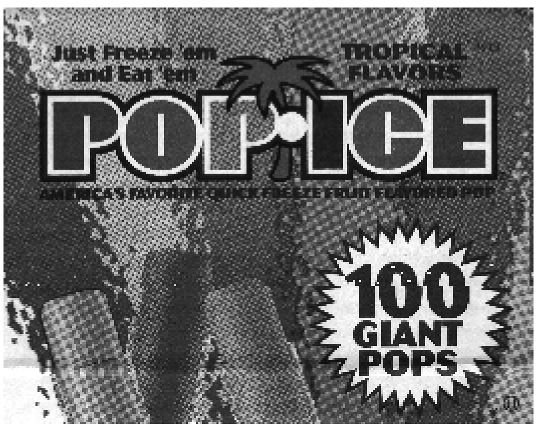
CURRENT CEC CROSS PROMOTIONS

This is just a reminder that all markets are still participating in cross promotions with the following products:

MINUTE MAID
HI-C
KOOL-AID

Please review the coupons shown here with your entire Star Cast to be sure everyone is familiar with these special offers.







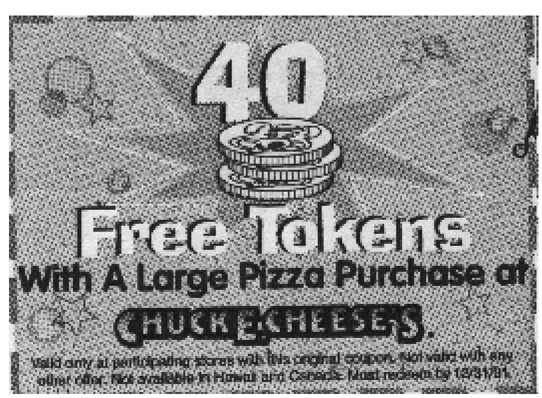


The Minute Maid product stayed on the grocery shelf longer than anticipated and the coupon expired June 30, 2001.

PLEASE CONTINUE TO HONOR THIS COUPON THROUGH DECEMBER 31, 2001

Look in your Token Menu and you will find the "Kool-Aid" button which should be used to ring up the orders.

If you have any problems, please contact the POS Department.



A SHORT COURSE IN HUMAN RELATIONS

The SIX most important words .... "I ADMIT I MADE A MISTAKE"
The FIVE most important words .... "YOU DID A GOOD JOB"
The FOUR most important words .... "WHAT IS YOUR OPINION"
The THREE most important words .... "IF YOU PLEASE"
The TWO most important words .... "THANK YOU"
The ONE most important word .... "WE"
The LEAST important word .... "I"

TOP 20 SALES VOLUME

rank	loc#	location	sales	rank	loc#	location	sales
1.	446	Bell, CA	$80,741	11.	430	Tampa/Carrollwood, FL	$60,459
2.	117	Kennesaw, GA	$74,114	12.	033	Houston/Copperfield, TX	$59,518
3.	418	Sun Valley, CA	$73,374	13.	321	Newark, CA	$58,980
4.	930	Beaumont, TX	$73,329	14.	611	Norcross, GA	$57,707
5.	716	New Orleans/Vets, LA	$70,973	15.	444	San Bruno, CA	$57,579
6.	572	Conroe, TX	$67,325	16.	324	Pasadena, CA	$57,297
7.	453	Ventura, CA	$64,023	17.	407	Corona, CA	$57,240
8.	420	Brandon, FL	$64,874	18.	099	Herndon, VA	$56,475
9.	513	Queens, NY	$64,799	19.	109	Burbank, CA	$56,449
10.	465	Torrance, CA	$64,211	20.	333	Vancouver, WA	$56,009

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	889	Oklahoma City/NW, OK	47.9%	11.	456	Skokie, IL	20.1%
2.	741	St. Louis/Central, MO	27.6%	12.	064	Charlotte/Pineville, NC	19.7%
3.	048	Alexandria, LA	26.5%	13.	314	Henderson, NV	19.2%
4.	742	Springfield, MO	22.7%	14.	044	Escondido, CA	18.8%
5.	404	San Jose, CA	21.8%	15.	442	Placentia, CA	18.8%
6.	797	Edina, MN	21.8%	16.	462	Carson, CA	18.7%
7.	731	Houston/Memorial, TX	21.5%	17.	405	La Mesa, CA	18.5%
8.	715	Lafayette, LA	21.1%	18.	604	Madison, WI	18.2%
9.	414	Murrieta, CA	20.2%	19.	055	Knoxville, TN	18.0%
10.	795	Blaine, MN	20.1%	20.	353	Palm Desert, CA	18.0%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

AUGUST 10, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

W.O.T.C. WINNERS - JUNE 2001

Congratulations to the following managers who are our W.O.T.C. WINNERS for JUNE!

ELECTRIC BILL P&L CREDIT

WESTERN REGION . . . . #320 - THOUSAND OAKS, CA . . . . JAIME COSSIO

NORTHERN REGION . . . . . . #842 - MILWAUKEE, WI . . . . JEFF BARTLETT

MIDWEST REGION . . . . #724 - LaCROSSE, WI . . . . JOHN BRZAZOWSKE

SOUTHERN REGION . . . . . . #705 - HUNTSVILLE, AL . . . . RON ROLLARD

$500 AMERICAN EXPRESS GIFT CERTIFICATE

WESTERN REGION . . . . RUSS STUTZMAN

NORTHERN REGION . . . . . . RON PERRY

MIDWEST REGION . . . . JEFF ELLERS

SOUTHERN REGION . . . . . . GEORGE COLLIER

AND NOW...ANOTHER FUN-TASTIC SALES TIP...

STEVE KORDA at #335 in GRAND RAPIDS says that his cast members
WEAR PLUSH BACKPACKS WHILE THEY WORK ... but they tie HELIUM BALLOONS to Chuck's hands!!!

THEY SELL PLUSH BACKPACKS LIKE HOTCAKES!!!

PRICE CHANGE ON LIMITED EDITION CHUCK E.

CHANGE YOUR LIMITED EDITION CHUCK E. PRICE TAG AND YOUR REGISTER PRICE ASAP!

LIMITED EDITION CHUCK E. IS NOW $6.99!!!

AUGUST 19, 2001 COUPON PROMOTION

All markets will participate in a August coupon promotion. Coupons will be in newspapers on August 19. Below is a detailed list by market with coupon versions.

COUPONS:

SUPER FUN FAMILY PACK	CHUCK E.'S CHOICE	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 30 game and ride tokens! ONLY $19.99 WITH COUPON	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 48 game and ride tokens! ONLY $22.99 WITH COUPON	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 75 game and ride tokens! ONLY $25.99 WITH COUPON	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 99 game and ride tokens! ONLY $29.99 WITH COUPON

MARKETS:

Albany	Chicago	Houston	Milwaukee	Salinas/Monterey
Albuquerque	Cincinnati	Huntsville	Minneapolis	San Antonio
Alexandria	Cleveland	Jacksonville	Mobile/Pensacola	San Diego
Amarillo	Columbia, SC	Kansas City	Montgomery	San Francisco
Atlanta	Columbus, GA	Knoxville	Nashville	Savannah
Augusta	Corpus Christi	LaCrosse	New York	South Bend
Austin	D/FW	Lafayette	Oklahoma City	Springfield, IL
Bakersfield	Davenport	Lansing	Omaha	Springfield, MA
Baltimore	Dayton/Springfield	Las Vegas	Orlando	Springfield, MO
Beaumont	Des Moines	Lexington	Palm Springs	St. Louis
Biloxi-Gulfport, MS	Detroit	Lincoln	Peoria	Toledo
Binghampton/Vestal	El Paso	Little Rock	Philadelphia	Topeka
Birmingham	Evansville	Los Angeles	Providence	Tulsa
Boise	Flint/Saginaw	Louisville	Raleigh/Durham	Tyler/Longview
Boston	Fresno/Visalia	Lubbock	Reno	Washington DC
Buffalo	Ft. Smith/Fayetteville	Madison	Richmond	West Palm Beach
Cedar Rapids	Ft. Wayne	McAllen-Brownsville, TX	Roanoke	Wichita Falls
Charleston	Grand Rapids	Memphis	Rochester	Wichita, KS
Charlotte	Greenville, SC	Miami	Rockford	Wilkes-Barre/Scranton
Chattanooga	Hartford	Midland/Odessa	Sacramento	Youngstown/Boardman

SUPER FUN FAMILY PACK	CHUCK E.'S CHOICE	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 30 game and ride tokens! ONLY $19.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99!	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 48 game and ride tokens! ONLY $22.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99!	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 75 game and ride tokens! ONLY $25.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99!	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 99 game and ride tokens! ONLY $29.99 WITH COUPON ADD A MEDIUM PIZZA FOR $7.99!

MARKETS:

Baton Rouge — Columbus, OH — Green Bay — New Orleans — Harrisburg, PA

$9.99 LARGE PIZZA	SUPER FUN FAMILY PACK	FUN MEAL DEAL	ULTIMATE PLAY PACKAGE
• 1 large pizza with 1 topping ONLY $9.99 WITH COUPON	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 30 game and ride tokens! ONLY $19.99 WITH COUPON	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 75 game and ride tokens! ONLY $25.99 WITH COUPON	• 1 large pizza with 1or 2 toppings or Super Combo • 4 regular size soft drinks • 99 game and ride tokens! ONLY $29.99 WITH COUPON

MARKETS:

Colorado Springs — Denver — Indianapolis — Tampa/St. Petersburg

Call POS with any questions about your registers; after hours, call 817/870-0744. Please call Piper Shealy in Marketing with any questions about the coupon promotion.

RANDOM QUOTATIONS

"If you're not learning while you're earning, you're cheating yourself out of the better portion of your compensation." - Napoleon Hill

"No one can make you feel inferior without your consent." - Eleanor Roosevelt

"The best way to escape from a problem is to solve it." - Alan Saporta

"Pretty much all the honest truth-telling there is in the world is done by children." - Oliver Wendell Holmes

"I find that the harder I work, the more luck I seem to have." - Thomas Jefferson

TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$92,166	11.	321	Newark, CA	$64,410
2.	418	Sun Valley, CA	$77,971	12.	513	Queens, NY	$62,939
3.	930	Beaumont, TX	$69,792	13.	430	Tampa/Carrollwood, FL	$62,394
4.	438	Kendall, FL	$68,259	14.	722	Orlando/Waterford, FL	$59,856
5.	117	Kennesaw, GA	$67,946	15.	444	San Bruno, CA	$58,139
6.	420	Brandon, FL	$67,605	16.	422	Garden Grove, CA	$57,670
7.	465	Torrance, CA	$66,862	17.	456	Skokie, IL	$57,623
8.	716	New Orleans/Vets, LA	$66,411	18.	611	Norcross, GA	$56,980
9.	453	Ventura, CA	$64,765	19.	109	Burbank, CA	$56,585
10.	572	Conroe, TX	$64,571	20.	324	Pasadena, CA	$56,431

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	889	Oklahoma City/NW, OK	42.1%	11.	452	Levittown, PA	21.7%
2.	456	Skokie, IL	33.5%	12.	353	Palm Desert, CA	21.6%
3.	720	Bradenton, FL	31.1%	13.	411	Simi Valley, CA	20.8%
4.	406	Huntington Beach, CA	30.5%	14.	332	Albuquerque, NM	20.3%
5.	954	Wilmington, DE	28.7%	15.	451	Northridge, CA	19.9%
6.	062	Jacksonville/Regency, FL	26.4%	16.	460	St. Petersburg, FL	17.8%
7.	718	Orlando/Intnt'l, FL	24.7%	17.	066	Jacksonville/Orange, FL	17.5%
8.	429	Granada Hill, CA	23.8%	18.	916	Fairview Heights, IL	16.9%
9.	797	Edina, MN	22.9%	19.	444	San Bruno, CA	16.4%
10.	302	Fayetteville, AR	22.4%	20.	410	Sacramento, CA	16.0%

CEC ENTERTAINMENT

CHUCK E. CHEESE'S WEEKLY

AUGUST 17, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *REFERRAL BONUSES*
- *TECH TIP FOR THE WEEK*
- *NEW WOTC PROCEDURES*
- *CEDAR FALLS NUO TEAM*
- *LIFE'S LITTLE REMINDERS*
- *TOP 20 SALES VOLUME*
- *TOP 20 SALES INCREASE*

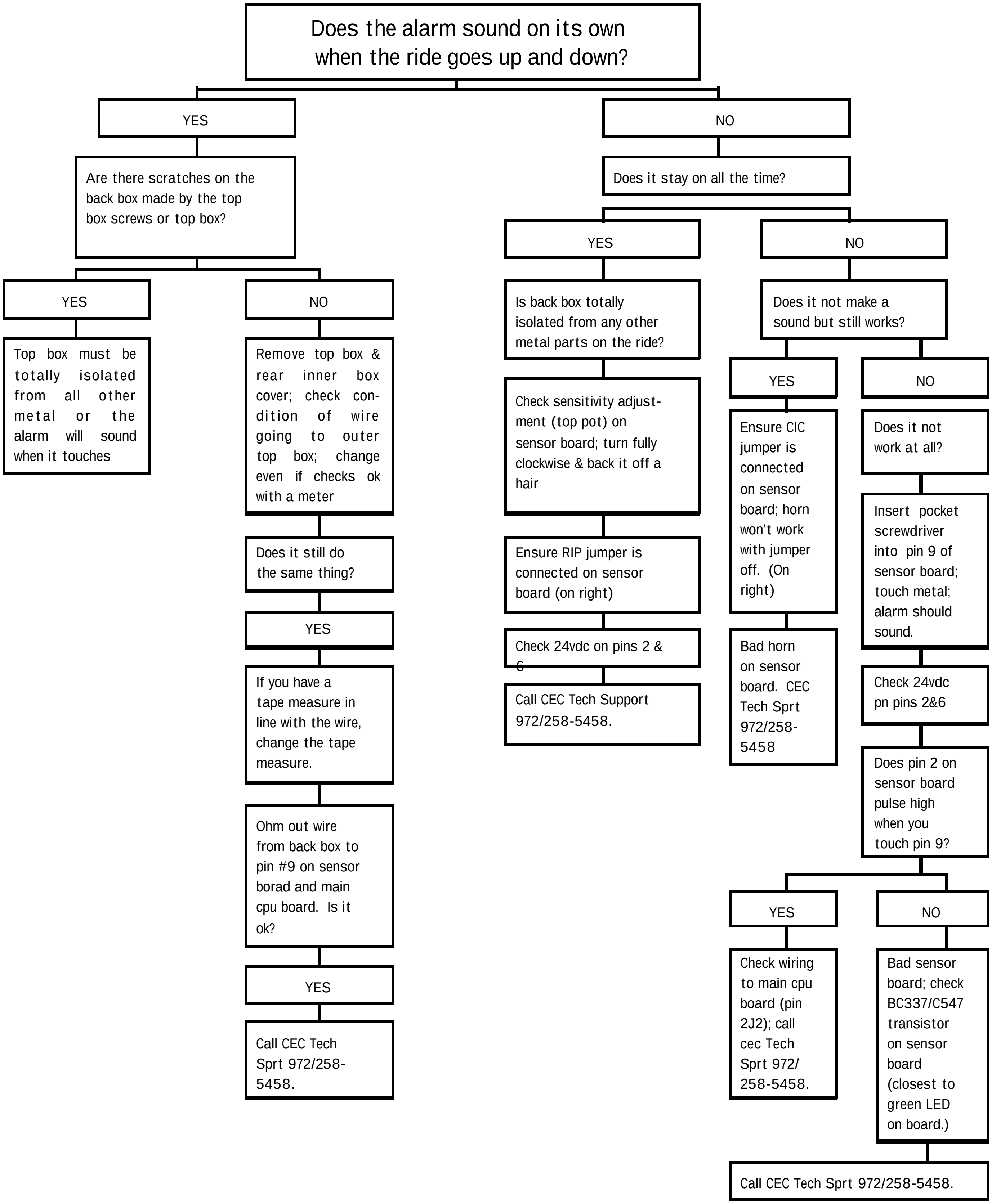
REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus
PETERSON	355	RAYMOND GUYALA	$500.00
DAVE SMITHERS	098	JOSE MONCEBALLEZ	$500.00
DOUG WHITE	309	GENA BRITT	$500.00
MARCUS WILCOX	478	SEAN LEE	$500.00
GREG GULLY	485	DARLENE AKERS	$250.00
ALESIA NAIMI	087	WILLIE WILSON	$250.00
GREG GULLY	485	MILTON MEJAS	$ 50.00
JOHN THUNBERG	719	NATHANIEL	$ 50.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

ELY/DELTA FLY BACK BOX ALARM IS NOT WORKING PROPERLY



NEW WOTC PROCEDURES

Periodically, District Managers receive faxes reporting preliminary WOTC results. A voice mail message will be sent out to alert the DM that this fax is on the way. If the DM does not receive his/her fax within 24 hours of this voice mail announcement, please contact Jerremy Brister at extension 4219 for a second copy.

A status report covering late 8850 forms filed with any state and additional documentation needs for completion of the 8850 returns shall be submitted to Operations every Monday morning. A fax concerning this information will be sent to the DM affected and voice mail message will follow alerting the DM to look for his/her fax.

Additional documentation needs may include copies of a drive's license or birth certificate. The General Manager should send an extra copy of the driver's license or other documentation to our outside consultant and not rely on the Tax Department to obtain copies from Payroll or Human Resources. Copies of driver's licenses or other documentation sent to Payroll or Human Resources are not made available to the Tax Department.

Questions concerning the above may be directed to Pat Beaty at extension 5572.

CONGRATULATIONS TO THE CEDAR FALLS, IOWA NEW UNIT OPENING TEAM!



Trainers: CYNDI COOPER, JUSTIN ANDERSON, KELLY KINTOP, NATE DENT, and MARY ROEHNING.
Managers: CHRISTY ANDERSON, BRAD JOHNSON (GM), and MARTY RAMIREZ

LIFE'S LITTLE REMINDERS

Pick your friends ... but not to pieces.
Life is like a mirror, we get the best results when we smile at it.
Usually people are as happy as they make their minds up to be.
You will never offend a person by returning a smile.
Gentle words fall lightly, but have great weight.

TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$86,442	11.	099	Herndon, VA	$58,489
2.	418	Sun Valley, CA	$78,851	12.	453	Ventura, CA	$58,311
3.	716	New Orleans/Vets, LA	$71,599	13.	422	Garden Grove, CA	$58,072
4.	117	Kennesaw, GA	$71,262	14.	420	Brandon, FL	$58,019
5.	930	Beaumont, TX	$67,517	15.	324	Pasadena CA	$57,985
6.	513	Queens, NY	$66,253	16.	438	Kendall, FL	$57,468
7.	572	Conroe, TX	$65,372	17.	891	Tulsa/Crossing Oaks, OK	$56,617
8.	465	Torrance, CA	$63,816	18.	407	Corona, CA	$56,403
9.	321	Newark, CA	$62,590	19.	330	Birmingham/Vestavia, AL	$55,718
10.	038	Rockwall, TX	$58,999	20.	456	Skokie, IL	$54,781

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	108	Redwood City, CA	54.4%	11.	965	York, PA	24.7%
2.	889	Oklahoma City/NW, OK	36.5%	12.	969	Chattanooga, TN	24.5%
3.	954	Wilmington, DE	36.5%	13.	545	Fredericksburg, VA	24.2%
4.	959	Boise, ID	34.1%	14.	332	Albuquerque, NM	20.3%
5.	448	Allentown, PA	31.8%	15.	498	Cherry Hill, PA	23.4%
6.	607	Atlanta/Merchants, GA	30.9%	16.	456	Skokie, IL	21.9%
7.	471	Newington, NH	30.3%	17.	452	Levittown, PA	21.8%
8.	964	Harrisburg, PA	27.1%	18.	681	Orlando/Spring Oaks, FL	21.1%
9.	797	Edina, MN	25.1%	19.	865	Fort Collins, CO	20.9%
10.	957	Davenport, IA	25.0%	20.	041	Bakersfield, CA	20.6%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

AUGUST 24, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
KEVIN ANDREWS	521	RICH GLOSSENGER	$500.00
CRYSTAL SILES	404	DONNA SILES	$500.00
CHAD ESTRADA	326	JESSICA ESTRADA	$500.00
JOHN SONNEROX	056	VERNON WARD	$500.00
GORDON CHARROS	731	GARY GREEN	$250.00
DEBRA HELMS	323	TRACY BRADSHAW	$250.00
BOB LUMAS	562	STEVEN CHANDLER	$250.00
THOMAS KLONIS	539	ROXANNE HEISER	$ 50.00
RICHARD WIERZBOWSKI	455	THOMAS MISNIK	$ 50.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!

A LITTLE TEXAS WISDOM

Good judgment comes from experience ... and a lot of that comes from bad judgment.

Lettin' the cat outta the bag is a whole lot easier 'n puttin' it back in.

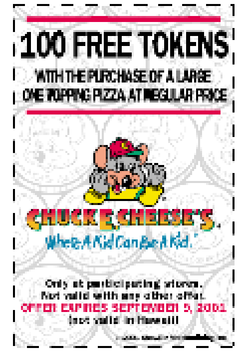
If you find yourself in a hole ... I b'lieve the first thing to do is stop diggin.'

There are three kinds of people: The ones that learn by reading ... the few who learn by observation ... and the rest of them who have to touch the fire to see for themselves if it's really hot.

CHART OF ACCOUNTS - QUICK REFERENCE

Please review this chart of accounts to determine if you are coding invoices correctly. Shaded Accounts are new accounts that have been added so that expenses can be allocated appropriately.

ACCOUNT #	ACCOUNT NAME	DESCRIPTION
6210001	FOOD	
6310005	BEVERAGE	NOTE: Rentals for CO2 tanks should not be charged to this account. Please see the Rental Tank Account for proper coding
6520001	MERCHANDISE/ PRIZES	Helium can be charged to this account (since balloons are sometimes sold to the guests) or to Birthday Supply if the balloons are used for birthday parties.
8112003	OFFICE SUPPLIES	For register paper, table tents, plaques and other office supplies. NOTE: American Business Forms is usually coded to this account.
8112010	TANK RENTALS	For the rental of Helium and CO2 Tanks.
8113001	TRAVEL EXPENSES	
8116001	UNIFORMS	Employees uniforms, badges, pins etc. NOTE: Badges ordered from APS should be coded to this account. The remaining items from APS should be coded to Office Supplies. For example, table tents and labels.
8117002	SECURITY	
8118001	PAPER	NOTE: Paper plates and cups should be coded to this account.
8119001	BIRTHDAY PARTY SUPPLIES	NOTE: Marketing and Advertising invoices for birthday cards and fliers should be coded to Office Supplies.
8120002	CLEANING SUPPLIES	Janitorial supplies should also be coded to this account. For example air fresheners, soaps, towels, etc. NOTE: Code Swisher and Ecolab to this account.
8123006	SMALLWARES or KITCHEN UTENSILS	Miscellaneous kitchen utensils, including shakers, napkin dispensers, and other non-disposable items used by guests. (Includes birthday cake displays.)
8128001	TELEPHONE	
8133053	CLEANING SERVICES	For services that require the removal of dirt. For example, janitorial, maid, window, and carpet cleaning services.
8133059	LAWN CARE SERVICES	For landscaping, mowing, and the upkeep of the grounds.
8133069	GAMES: R&M	For repair/maintenance games and for game parts.
8133075	BUILDING: R&M	Includes repair/maintenance performed on HVAC, kitchen equipment, and the interior and exterior of the building.
8133081	REGISTERS: R&M	For repair/maintenance of the Cash Register System. NOTE: Does not include cost of printer paper/ink cartridges which should be coded to Office Supplies.
8133095	COSTUMES: R&M	For repair/maintenance of the walkaround costumes.
8392007	TOKENS	



LABOR DAY ONLINE COUPON

In an effort to help drive sales during the Labor Day holiday period, we plan to e-mail the following coupon to guests in our database next week:

100 FREE TOKENS WITH THE PURCHASE OF A LARGE ONE TOPPING PIZZA EXPIRES SEPTEMBER 9, 2001

Should you have any questions, please feel free to call Jon Rice at ext. 5413.

THE NEW PROMO CUP IS THE COLOR CHANGE SIPPER!

Add water to 2 sets of cups and FREEZE!
Put one frozen set out on display in the morning and let the ice melt until shift change.
Then, switch to the 2nd frozen set and RE-FREEZE the melted ones!

This procedure will GUARANTEE that every guest sees the MAGIC OF THE COLOR CHANGE!

MERCH WALL STANDARD REMINDERS!

All Chuck E. Cheese merchandise from $1.99 to $7.99 goes in the <u>center</u> of the slatwall ... right at the eye level of our adult guests!

All high-end items with the ability to move and light up <u>MUST BE LIT AND MOVING AT ALL TIMES</u>! This draws attention to the wall! VERY IMPORTANT ... hide your power cords behind product and in the grooves of the slatwall. <u>No guest should EVER see a cord on the wall!</u>

COOL SAVINGS COUPON PROMOTION

We will be participating in a coupon promotion with Cool Savings starting the week of August 27th. Two coupon offers will be posted on www.coolsavings.com next week through the end of October. The coupon offers that will be posted are the following:

- Buy 40 tokens and get 40 free
- $18.99 Super Fun Family Pack: 1 large one or two topping pizza or our Super Combo, 4 regular soft drinks and 30 tokens

Please call the Marketing Department if you have any questions about the promotion.

Introducing the ...

DOUGLASVILLE, GEORGIA NEW UNIT TRAINING TEAM

left to right: Lori Pulliam (Mgr.), Claudia del Castillo, Rosie Carbajal, Carlos Gudino, Sue Brown (Mgr.), Mark Gastelum, Kimberly Keith, Brad Abbott (GM), and Gonzalo Diaz.
Not pictured : Bonnie Marga (New Unit Opening Specialist).



FALSE ALARMS

Every time you have a false alarm, the cost is charged to your store. To decrease the occurrences, we suggest the following:

- If you suspect a problem, call your alarm monitoring company and have your system checked immediately.
- Be sure your call list is updated when you hire new management (by calling the monitoring company.)
- Have a class to teach your managers how the system works.
- Make sure all management have the proper codes and that the codes are kept in a safe place.
- Explain to cast members the importance of removing loose balloons and signs at the end of the night so the motion detectors are not activated.

If you have any questions , please call Cheri Heatherly, Licensing Dept. ext 5603.

TOP 20 SALES VOLUME

rank	loc#		sales	rank	loc#	location	sales
1.	446	Bell, CA	$88,796	11.	109	Burbank, CA	$61,041
2.	418	Sun Valley, CA	$79,493	12.	930	Beaumont, TX	$59,963
3.	513	Queens, NY	$75,221	13.	422	Garden Grove, CA	$58,574
4.	716	New Orleans/Vets, LA	$70,875	14.	438	Kendall, FL	$58,311
5.	321	Newark, CA	$65,003	15.	324	Pasadena CA	$57,639
6.	465	Torrance, CA	$64,273	16.	946	Fort Wayne, IN	$57,100
7.	453	Ventura, CA	$63,842	17.	099	Herndon, VA	$57,062
8.	572	Conroe, TX	$62,444	18.	038	Rockwall, TX	$56,769
9.	841	Brookfield, WI	$62,352	19.	117	Kennesaw, GA	$56,148
10.	456	Skokie, IL	$61,359	20.	115	Littleton, CO	$55,281

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	741	St. Louis/Central, MO	78.5%	11.	094	Joliet, IL	27.0%
2.	840	Amherst, NY	40.5%	12.	414	Murrieta, CA	25.5%
3.	456	Skokie, IL	37.1%	13.	957	Davenport, IA	25.5%
4.	889	Oklahoma City/NW, OK	34.0%	14.	429	Granada Hills, CA	25.2%
5.	353	Palm Desert, CA	33.7%	15.	071	Potomac Mills, VA	23.1%
6.	451	Northridge, CA	29.9%	16.	571	Houston/Meadows, TX	22.7%
7.	411	Simi Valley, CA	29.1%	17.	553	Akron, OH	22.2%
8.	401	Gaithersburg, MD	28.7%	18.	426	Lakeland, FL	22.2%
9.	081	Irving, TX	27.6%	19.	603	Grand Chute, WI	22.0%
10.	954	Wilmington, DE	27.3%	20.	797	Edina, MN	20.5%

CEC ENTERTAINMENT CHUCK E. CHEESE'S WEEKLY

AUGUST 31, 2001

HERE'S WHAT TO LOOK FOR INSIDE ...

- *REFERRAL BONUSES*
- *BLUE BUNNY CROSS PROMO*
- *GIFT CARD REMINDER*
- *JULY WOTC WINNERS*
- *JULY SAFETY COMMITTEE*
- *CONCORD, NC NU TRAINERS*
- *CONGRATS TO SUNRISE, FL*
- *MAKING MAGIC*
- *LITTLE KNOWN ANIMAL FACTS*
- *TOP 20 SALES VOLUME*
- *TOP 20 SALES INCREASE*

REFERRAL BONUSES

Congratulations to the following individuals for their efforts with the Manager Referral Bonus Program:

Star Cast Member	Location	Referral	Bonus Amount
STEPHEN BRADFUTE	062	MIKE McCOY	$500.00
MAX BRONLEY	502	DUANE WALTIMYER	$500.00
JAMES LOMAS	090	ANGELA LOMAXADA	$500.00
VINCE MIRANDA	420	VICTOR MIRANDA	$500.00
TERENCE VALERA	417	JUAN HERNANDEZ	$500.00
EDWARD BABAYEV	464	ALL BABAYEV	$250.00
ERIC DORTCH	949	WANDA THICKLIN	$250.00
GREG GULLYNIS	485	DARLENE AKERS	$250.00
JOHN SCHACHINGER	085	SCOTT SORAH	$250.00

For information on how YOU TOO can earn a referral bonus, contact your Regional Recruiter or Raquel Sifuentes at (972) 258-5464. KEEP THOSE REFERRALS COMING!



NEW CROSS PROMOTION WITH BLUE BUNNY

Beginning in late September, all markets will be participating in a cross promotion with Blue Bunny Frozen Novelties.

The offer will be on Star Bars and Fudge Bars 20 packs. Here are the details on the offers.



GIFT CARD REMINDER

We need to ensure that everyone using the gift/credit card Pay Point system knows the correct procedure to enter them (i.e. Pay types 1 and 2, etc.). We can't stress enough the IMPORTANCE OF RUNNING A BALANCE INQUIRY BEFORE A CARD IS SWIPED. The balance will be deducted by Pay Point if the card is swiped as payment before a balance inquiry is completed. Please remember to accept every gift card presented by a guest unless the card has been destroyed (i.e. cut in half with scissors or hole punched). Here are a few telephone numbers you may find helpful should you need assistance with a gift card…

PAY POINT: (800) 557-2978 (#1 for cust. service) ... If you need to know where or when a card was used
DANITA ELLIOTT: (972) 257-3056 ... for assistance with scrip cards
DIANE VANGUNDY: (972) 258-5507 ... for questions regarding polling and/or reporting of cards
MANAGER LINE: (888) 778-7224 ... for balance inquires you are unable to process with your system
POS TEAM: (972) 258-5451 ... about your register or correct procedures for entering the gift card(s)

W.O.T.C. WINNERS - JULY 2001

Congratulations to the following managers who are our W.O.T.C. WINNERS for JULY!

ELECTRIC BILL P&L CREDIT

WESTERN REGION . . . . #316 - RENO, NV . . . . KAREN HUTCHINS
NORTHERN REGION . . . . . . #426 - LAKELAND, FL . . . . KIMBERLY KREMER
MIDWEST REGION . . . . #938 - SPRINGFIELD, OH . . . . DAVID COREY
SOUTHERN REGION . . . . . . #601 - JONESBORO, GA . . . . LORENZO LEVERETT

$500 AMERICAN EXPRESS GIFT CERTIFICATE

WESTERN REGION . . . . DAN DOMER
NORTHERN REGION . . . . . . MIKE BOYKO
MIDWEST REGION . . . . ED BUCKLE
SOUTHERN REGION . . . . . . TOM MALLINDINE

From Risk Management: JULY SAFETY COMMITTEE

Attention General Managers: The deadline for the July Safety Committee packet titles “Slips, Trips, and Falls” is due back to Risk Management on September 21, 2001. Please make sure your safety meetings have been conducted by this date and include the store location number on your return packet. Thank you.



NEW UNIT TRAINERS for CONCORD, NORTH CAROLINA #381

CONGRATULATIONS!

Top to bottom:
JENNIFER HARRIS, CHEVIA GONZALEZ, JEAN CLAUDE DE KERCADIO, BILLY GROVES, CINDY COOPER, and BARB HASS.

CONGRATULATIONS to the

SUNRISE, FLORIDA CHUCK E. CHEESE’S! (#434)

KEEP UP THE GREAT JOB YOU’RE DOING!



MAKING MAGIC

<u>#556 - NORTH TOLEDO, OHIO ...</u> “Dear TAMMY (KUJAWA, GM): I would like to thank you for your generosity when we brought my grandson Jonathan to Chuck E. Cheese. You were so kind to my family and me, Jon is in Mott’s Children’s Hospital for his bone marrow transplant. The days of his life will be counted from now on. We pray this cures him. You gave a small boy his last wish before entering a new world.. He will be confined for 5 to 7 weeks. He has a website, <u>www.caringbridge.com/page/jonnywilldoit</u>. You can log on for an update any time.
Thank you from the grandmother of Jonny.”

INTERESTING ... BUT LITTLE KNOWN ANIMAL FACTS

- There are more chickens in the world than people.
- An ostrich's eye is larger than his brain.
- A shark is the only fish that can blink with both eyes.
- A cat has 32 muscles in each ear.
- Tigers have striped skin ... not just striped fur.
- A dragonfly has a life span of 24 hours.

TOP 20 SALES VOLUME

rank	loc#	location	sales	rank	loc#	location	sales
1.	446	Bell, CA	$83,805	11.	422	Garden Grove, CA	$58,740
2.	418	Sun Valley, CA	$82,254	12.	099	Herndon, VA	$58,730
3.	513	Queens, NY	$68,830	13.	109	Burbank, CA	$58,677
4.	321	Newark, CA	$68,391	14.	407	Corona, CA	$58,433
5.	841	Brookfield, WI	$68,070	15.	333	Vancouver, WA	$58,301
6.	456	Skokie, IL	$66,200	16.	948	St. Charles, MO	$57,843
7.	453	Ventura, CA	$66,154	17.	433	Pembroke Pines, FL	$56,929
8.	465	Torrance, CA	$65,525	18.	716	New Orleans/Vets, LA	$56,705
9.	438	Kendall, FL	$64,702	19.	444	San Bruno, CA	$56,250
10.	324	Pasadena, CA	$59,216	20.	325	Fullerton, CA	$55,892

TOP 20 SALES INCREASE

rank	loc#	location	% increase	rank	loc#	location	% increase
1.	456	Skokie, IL	62.9%	11.	326	Lansing, MI	33.6%
2.	063	Chicago/Kedzie, IL	54.5%	12.	553	Akron, OH	33.4%
3.	471	Newington, NJ	50.7%	13.	479	Natick, MA	32.7%
4.	094	Joliet, IL	37.7%	14.	960	Rockford, IL	32.2%
5.	353	Palm Desert, CA	37.1%	15.	058	Tinley Park, IL	32.2%
6.	657	Chicago/Riverpoint, IL	36.9%	16.	498	Cherry Hill, NJ	32.1%
7.	954	Wilmington, DE	36.9%	17.	034	Oaklawn, IL	31.9%
8.	500	Brick, NJ	36.5%	18.	322	Dublin, CA	31.3%
9.	464	Attleboro, MA	36.5%	19.	948	St. Charles, MO	30.8%
10.	451	Northridge, CA	34.1%	20.	797	Simi Valley, CA	29.4%

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